

**November 28<sup>th</sup>, 2018**  
**Testimony of Sherill K. Williams**  
*President and CEO, Prevent Blindness, Ohio Affiliate*  
**House Bill 476 – Second Chance Trust Fund**  
House Transportation and Public Safety Committee

Chairman Green, Vice Chair Patton, Ranking Member Sheehy, and members of the House Transportation and Public Safety Committee, thank you for the opportunity to provide testimony today on House Bill 476. My name is Sherry Williams and I am the President and CEO of the Ohio Affiliate of Prevent Blindness. We are a charity committed to preventing blindness and preserving sight. We have more than 3,000 volunteers and thousands of donors across Ohio. We are also one of the grantees of Ohio's Save Our Sight Fund, which provides direct services to children across the state. I am here today to discuss the negative impact that HB 476 would have on the Save Our Sight Fund and the work of Prevent Blindness.

I have had the privilege of leading Prevent Blindness Ohio for the past 32 years and was involved in the creation of the Save Our Sight fund in 1998. As you may know, the Save Our Sight Fund provides grants to various non-profit organizations that are focused on promoting vision health and preserving sight for Ohio children. Revenue for the Children's Save Our Sight Fund comes from voluntary contributions given when Ohioans apply for or renew their motor vehicle registration. The Save Our Sight Fund generates approximately \$2 million per year; grants given out under the Save Our Sight Fund go towards direct service for children.

HB 476 would add a second check off on motor vehicle registrations for the Second Chance Trust Fund. This fund provides grants for advertising of Ohio's organ donation program. The Second Chance Trust Fund already has a check off on driver's license issuances and renewals as well as a specialty license plate; there is also significant federal funding available for organ banks and organ donation promotion. Unlike the Save Our Sight Fund, the Second Chance Trust Fund is not a direct service grant program. I want to stress that Prevent Blindness Ohio strongly supports organ donation and we regularly promote organ donation through our outreach and volunteerism. The Second Chance Trust Fund was established in 1996, two years before the Save Our Sight Fund.

When we first decided to create a voluntary check off for the Save Our Sight Fund, we were careful not to seek a check off on drivers' license applications. This would have negatively impacted the Second Chance Trust Fund. We found a new revenue source then, and I believe that proponents of HB 476 should find a new revenue source now. Evidence shows that multiple donation check offs on a single transaction cut dramatically into the total results for each of the options presented. In fact, the Harvard Business Review reported in a study that offering multiple choices to consumers does not produce a better response than offering one choice to consumers. Studies have shown that not only that excessive choice can produce "choice paralysis", but it can also reduce people's satisfaction with their decisions, even if they made good ones.

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Northeast Ohio Chapter • Hillcrest Medical Bldg. #1 • 6803 Mayfield Road, Suite 111 • Cleveland, Ohio 44124 • Phone: 440.720.1285 • Fax: 440.720.1441

Northwest Ohio Chapter • 2200 Jefferson Avenue, Suite 2020 • Toledo, Ohio 43604 • Phone: 419.327.2020 • Fax: 419.327.2494

Southwest Ohio Chapter • 615 Elsinore Place, Annex Bldg., Suite 2020 • Cincinnati, Ohio 45202 • Phone: 513.531.9001 • Fax: 513.531.9002

Dayton Office • 313 South Jefferson Street, Suite 104 • Dayton, Ohio 45402 • Phone: 937.223.8766 • Fax: 937.223.8767

Visit [www.pbohio.org](http://www.pbohio.org) or email [info@pbohio.org](mailto:info@pbohio.org)

Please remember Prevent Blindness Ohio in your will.

It is disappointing that this committee is being asked to choose between two good causes. Unfortunately, while HB 476 would benefit the Second Chance Trust Fund and the mission of organ donation advocates in Ohio, it would do so at the expense of the Children's Save Our Sight Fund. Over the past decade, millions of Ohio children have received direct services as a result of the Save Our Sight Fund. Blinding vision problems have been found and treated, kids with amblyopia have received eye patches and support systems that have helped save their sight, youth sports teams have been outfitted with protective eyewear and classrooms of youngsters are being educated by eye doctors about ways they can keep their eyes safe and healthy of a lifetime. Just last year, over 315,000 Ohio children received direct services as a result of this fund.

You will hear later from a mom whose child had his sight saved by a Prevent Blindness trained vision screener made possible by support from the Save Our Sight Fund. In addition to saving sight, vision screening sponsored by the Save Our Sight Fund has also saved lives. The letter from Sherry Rosenfeld in your packet shares the story of how her son Mitchell was discovered to have retinoblastoma - eye cancer - at a Save Our Sight sponsored vision screening. Because he was caught early, removal of his eye kept the cancer from spreading to his brain and taking his life.

If the Second Chance Trust Fund were added to the motor vehicle registration check off, evidence suggests that at best the Save Our Sight Fund's ability to provide direct services to children would be reduced by approximately 150,000 children annually and at worst, a higher percentage of consumers overall would reject giving a donation to either Fund due to "choice paralysis" and fear of making the wrong choice. In addition, the burden that multiple choices places on the Bureau of Motor Vehicles is considerable and the likelihood that their even asking the question would be skipped due to this time burden increase.

Prevent Blindness and other Save Our Sight grantees have offered some suggested changes to the bill's sponsors in hopes of reaching a compromise. For example, there are several state-issued licenses that currently have no voluntary check offs; these include hunting and fishing licenses, occupational licenses for health care providers and other professionals, and lobbyist registrations. Additionally, the current check off for the Second Chance Trust fund could be modified to collect \$1 per year as opposed to \$1 per license renewal; this would significantly increase revenue collections for the fund. Any of these changes would generate more revenue for organ donation awareness in Ohio without hurting the work of the Children's Save Our Sight Fund.

Further, Prevent Blindness and other Save Our Sight grantees would be happy to distribute literature promoting organ donation as part of our direct service work for children. As I mentioned, we strongly support the work being done by the Second Chance Trust Fund and the bill's proponents. It truly is life saving work and I hope we can find a way for both the Second Chance Trust Fund and the Save Our Sight fund to continue doing good work.

In closing, I hope that an amendment can be adopted to remove language in HB 476 that would add a second check off on motor vehicle renewals and instead find new revenue sources for the Second Chance Trust Fund. Absent that change, the work of the Save Our Sight Fund will be diminished. Supporters of the Second Chance Trust Fund should explore new revenue sources and avoid taking from other causes—it's a simple issue of fairness. We remain committed to serving Ohio children and I hope that a compromise can be reached so that all interested parties can support this important legislation. Thank you and I would be happy to answer any questions the committee may have.